



**Michigan Governor's Traffic Safety Advisory Commission**  
**Distracted Driving Action Team**  
**Tuesday, April 26, 2016**  
**1:00 PM**

**Horatio S. Earle Learning Center**  
**7575 Crowner Drive, Dimondale, Michigan 48821**  
**Lake Erie Room**

<b>Attendance</b>	
<b>Name</b>	<b>Agency</b>
Jim Santilli, Chairman	Traffic Improvement Association of Michigan
Tom Artushin, Vice Chairman	Ford Motor Company
Kim Ault	Michigan Department of Transportation
Gary Bubar	AAA
Sgt. Kim Comerford	Bloomfield Township Police Department
Linda Fech	Michigan Office of Highway Safety Planning
Eric Kabdebo	Michigan Department of State
Officer Jim Shoemaker	Bloomfield Township Police Department
Kendall Wingrove	Michigan Office of Highway Safety Planning

<b>Agenda Item: Call to Order and Introductions</b>
<b>Discussion:</b> Not Applicable
<b>Action:</b> Jim Santilli called the meeting to order at 1:08 PM and began with attendee introductions.

<b>Agenda Item: Review of February 2, 2016 Meeting Minutes</b>
<b>Discussion:</b> None.
<b>Action:</b> A motion was made by Linda Fech to approve the February 2, 2016 meeting minutes. Seconded by Eric Kabdebo. The motion was approved with all in favor and none opposed.

<b>Agenda Item: Chairman's Report</b>
<b>Discussion:</b> No report due to items on the agenda.
<b>Action:</b> Not Applicable

<b>Agenda Item: Vice Chairman's Report</b>
<b>Discussion:</b> Tom Artushin gave an update on the Ford Driving Skills for Life event, which will take place in Dearborn on May 14 and 15, 2016. Any GTSAC DDAT member who would like to attend shall contact Artushin.
<b>Action:</b> Not Applicable

<b>Agenda Item: Old Business - 2016 Distracted Driving Awareness Month Update</b>
<p><b>Discussion:</b> Santilli stated the Traffic Improvement Association of Michigan (TIA), Michigan State Police, and State Farm announced a statewide distracted driving education and enforcement initiative on March 30, 2016. The campaign coincided with National Distracted Driving Awareness Month.</p> <p>Through funding provided by State Farm, TIA recently challenged Michigan high school students to design a distracted driving awareness billboard. Nearly 90 innovative designs were judged by a selection committee consisting of public safety officials, students, an educator, and State Farm agents. The selection committee chose a design created by S. Jordan Belanger, a student at Howell High School. The design, which is titled "Don't Juggle Your Attention," was selected because it used creativity to emphasize the many types of distractions.</p> <p>Belanger's design was seen throughout the state of Michigan during National Distracted Driving Awareness Month. More than 16 million impressions are estimated to be made.</p> <p>Preliminary numbers for 2015 in Michigan indicate 26 people were killed and 3,427 were injured in 7,361 motor vehicle crashes involving a distracted driver or driver using a cell phone. Those numbers are up from 2014, in which 14 people were killed and 2,429 were injured in 5,427 motor vehicle crashes involving a distracted driver or driver using a cell phone.</p> <p>In addition to distracted driving education, law enforcement agencies stepped up enforcement for National Distracted Driving Awareness Month. The increased enforcement included the Michigan State Police using unmarked vehicles as "spotters."</p>

Santilli also announced a push for a hands-free law at the distracted driving press conference.

Coverage from the press conference included KITV 4 Honolulu, KRTV 3 Great Falls and North Central Montana, the Livingston Post, WDIV 4 Detroit, WJBK 2 Detroit, WJR, WNEM 5 Saginaw and Flint, WXYZ 7 Detroit, WWJ, C&G News, Oakland County One-Fifteen News, and the Oakland Press.

Santilli also appeared on WJR's "The Big Story" on March 30, 2016, on WJBK Fox 2's "Let It Rip" show on Sunday, April 10, 2016 to discuss the hands-free recommendation. Ferndale Police Officer, John Cleveland, also appeared on "Let It Rip" in support of the hands-free recommendation.

Kendall Wingrove stated the Michigan Office of Highway Safety Planning (OHSP) sent distracted driving materials to law enforcement agencies throughout the state of Michigan. Furthermore, OHSP held a press conference in west Michigan on April 25, 2016. Jason Talsma was a speaker at the press conference, as well as OHSP Director Michael Prince. Talsma is the father of David Talsma, a 13-year-old who was killed by a distracted driver on I-196. The press event was covered well by the news media.

AAA also sent information to the news media during April, according to Gary Bubar.

Eric Kabdebo stated Michigan Department of State (MDOS) branch offices showed a distracted driving informational video during Distracted Driving Awareness Month. Furthermore, MDOS also sent staff to the Student Leadership Council to inform student leaders of different programs that are available.

Sgt. Kim Comerford stated the Bloomfield Township Police Department is continuing to conduct enforcement and encourage officers to ask the appropriate questions when a crash occurs.

**Action:** Not Applicable

**Agenda Item: Old Business - Michigan Traffic Safety Summit Update**

**Discussion:** Santilli commended state employees for the great Strategic Highway Safety Plan town hall meetings that took place at the Michigan Traffic Safety Summit. The attendees were well engaged and a lot of great feedback was received. Bubar agreed.

Kabdebo asked if the feedback recorded is available. Kim Ault stated Kim Lariviere is working on combining the information.

**Action:** Not Applicable

**Agenda Item: Old Business - Michigan Department of State "Did You Know" Update**

**Discussion:** Kabdebo gave an update earlier during the meeting.

**Action:** Not Applicable

**Agenda Item: New Business - Hands-Free Law Recommendation**

**Discussion:** Santilli is currently working on a hands-free law recommendation that he'll be sending to the Michigan Legislature on behalf of TIA. Having worked with the City of Troy in 2009 on an ordinance to ban handheld cell phone usage, Santilli has since wanted to expand the ban statewide.

Due to enforcement challenges that exist with Michigan's texting law, Santilli also wants the law to prohibit any physical manipulation of an electronic device while operating a motor vehicle.

The goal is for all drivers to keep their eyes on the road and hands on the steering wheel.

Statistics show that drivers who use a cell phone are four times more likely to get into a crash serious enough to cause injury. Texting drivers are 23 times more likely to be involved in a crash.

Santilli will be asking corporations, government agencies, and organizations for their support as the recommendation gains momentum. He is currently in communication and exchanging information with the leadership of the California Highway Patrol. California implemented a hands-free law several years ago.

**Action:** Not Applicable

**Agenda Item: New Business - Partnership for a Distraction Free Driving**

**Discussion:** Emily Stein of the Safe Road Alliance was unavailable.

**Action:** Not Applicable

**Agenda Item: Action Plan Progress Update**

**Discussion:** Linda Fech stated OHSP is hoping to interview focus groups for distracted driving prior to the end of the

current fiscal year.

Ault informed the group the Michigan Department of Transportation (MDOT) is testing a new rumble strip design. Instead of individual cutouts, a waved pattern is used. The new design is known to reduce outside noise while continuing to maintain noise and vibration inside the vehicle.

**Action:** Not Applicable

**Agenda Item: Action Team and Public Comments**

**Discussion:** None

**Action:** Not Applicable

**Agenda Item: Adjournment**

**Discussion:** Not Applicable

**Action:** Santilli adjourned the meeting at 2:25 PM

**Future Meeting Dates**

- Thursday, June 16, 2016, 1:00 PM, Michigan State Police Headquarters
- Tuesday, October 25, 2016, 1:00 PM, Michigan State Police Headquarters